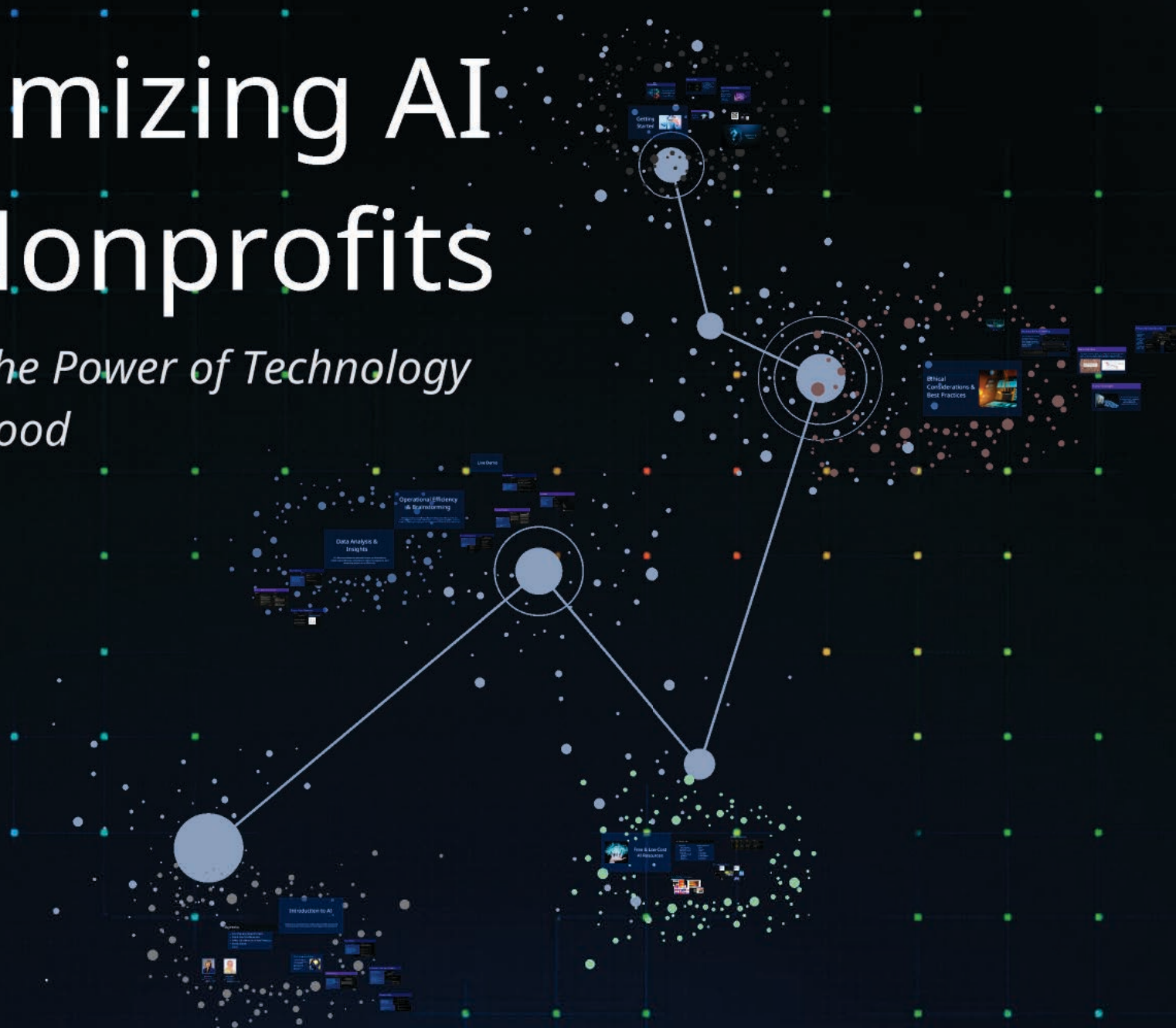


Maximizing AI for Nonprofits

*Unlocking the Power of Technology
for Social Good*





Joni A. Hires

Executive Director
FMH Foundation



Gary J. Hires

IT Director
Midland Shared Spaces

Agenda

- AI for Everyday Nonprofit Tasks
- Free & Low-Cost Resources
- Ethical Considerations & Best Practices
- Getting Started
- Q & A

Introduction to AI

AI stands as a transformative technology, providing nonprofits with innovative tools to enhance their operations and impact.

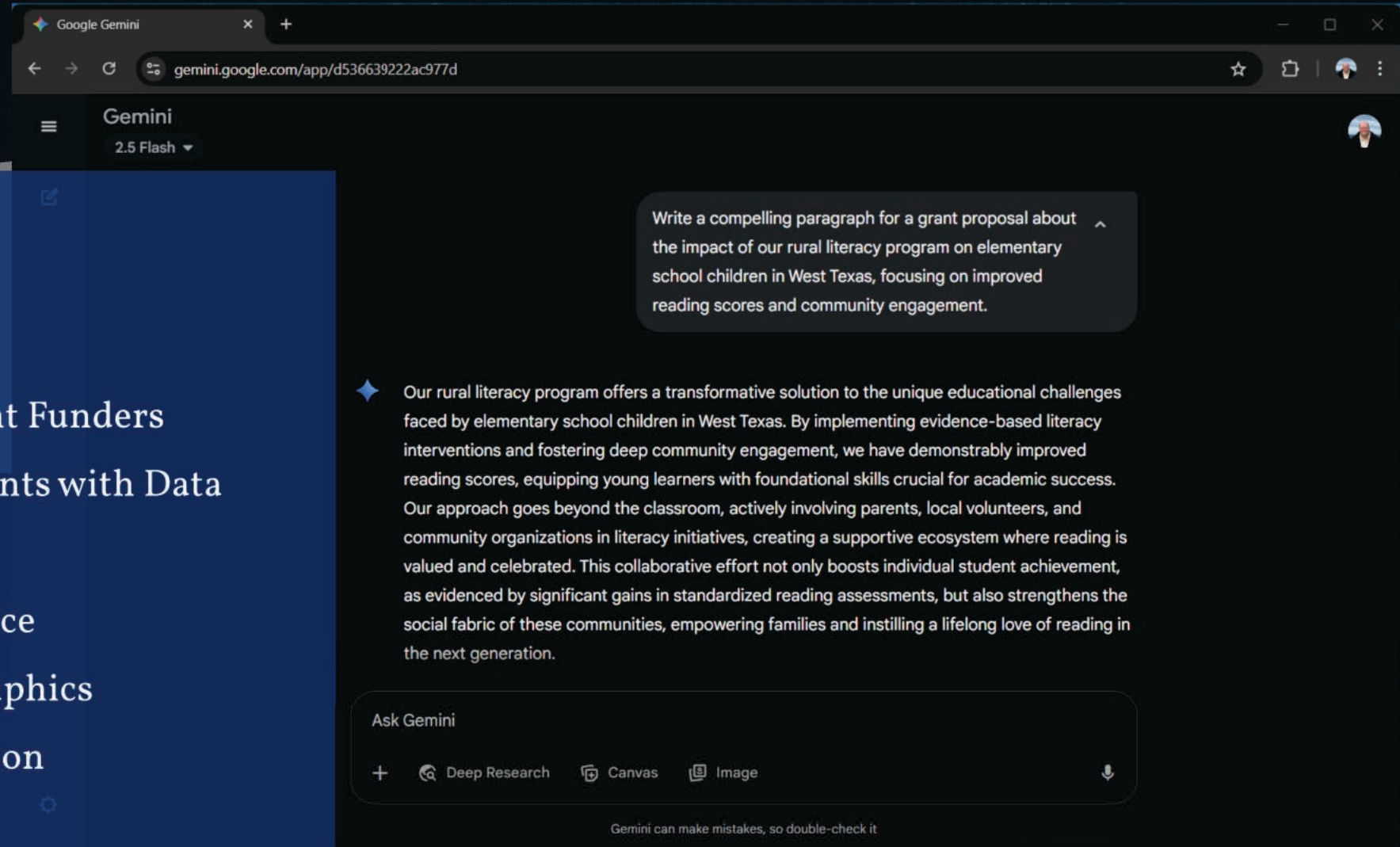
AI for Everyday Nonprofit Tasks

- Writing & Communication
- Data Management & Reporting
- Research & Insights
- Design & Marketing
- Operations & Planning
- Program Delivery
- Many more . . .



Grant Writing

- Grant Prospect Research
- Drafting Proposals & Letters
- Condensing & Editing Text
- Tailoring Content to Different Funders
- Strengthening Need Statements with Data
- Creating SMART Objectives
- Budget Justification Assistance
- Generating Visuals & Infographics
- Proofreading & Error Detection
- Many more . . .



Social Media

- Content Generation & Copywriting
- Image & Video Creation
- Performance Prediction & Optimization
- Content Scheduling & Automation
- Audience Targeting & Segmentation
- Sentiment Analysis & Social Listening
- A/B Testing Content Variations
- Analysis & Reporting
- Many more . . .

Social media posts fundraiser

ChatGPT 4o

Facebook Post:

🎉 Mark your calendars! Our **Annual Community Fundraiser** is just around the corner, and YOU can help make a difference!

Join us for an unforgettable evening of food, fun, and giving back. ❤️

🎟️ Get your tickets today and support a cause that matters: [Insert Ticket Link]

#CommunityStrong #FundraiserForGood #SupportLocal #NonprofitEvent #MakeADifference

Instagram Post:

🌟 Big night. Big impact. 🌟

Our Annual Fundraiser is coming next month, and your support helps us serve our community all year long.

🎉 Good vibes, great company, and an even better cause.

🎟️ Grab your tickets before they're gone! 🙌 [Insert Ticket Link]

#CommunityFundraiser #SupportNonprofits #DoGoodFeelGood #GiveBack #YourImpactMatters

X (Twitter) Post:

🎟️ Tickets on sale now!

Join us next month for our Annual Fundraiser and help power our mission.

Good times. Great cause. Big impact.

🎟️ [Insert Ticket Link]

#Fundraiser #CommunitySupport #GiveBack #NonprofitEvent #TicketsAvailable

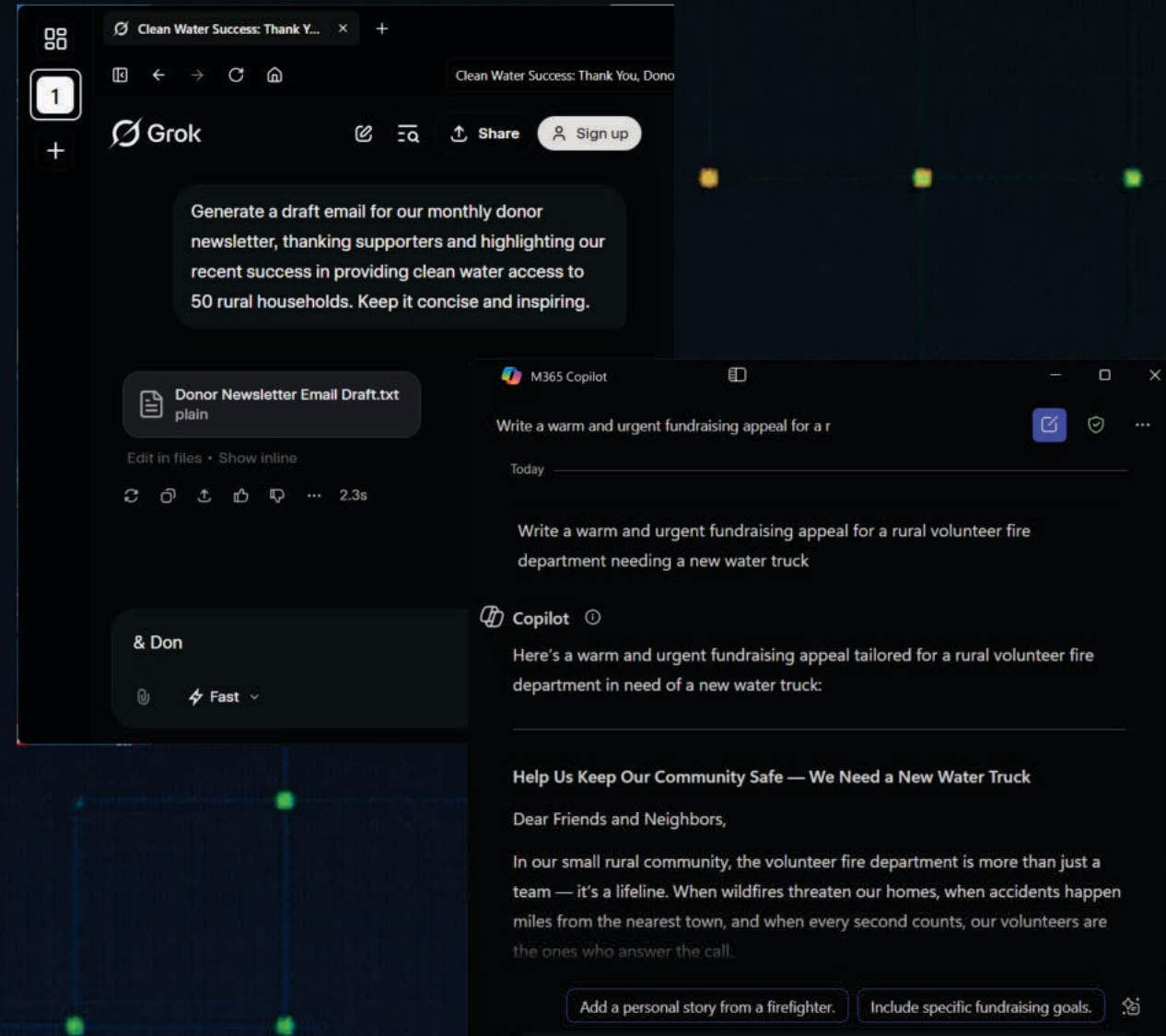
Ask anything

+ 🛠️ Tools



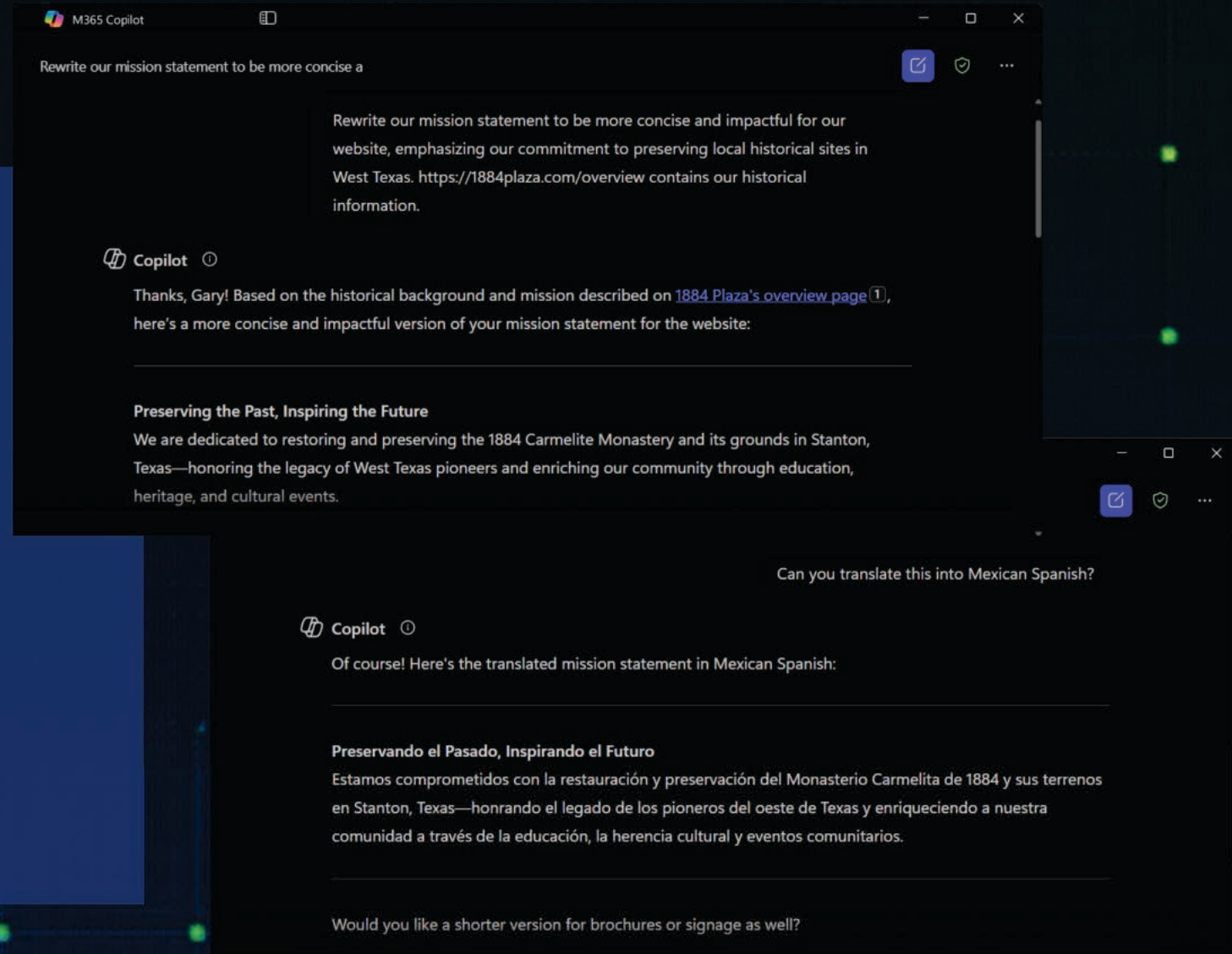
Newsletters, Donor Appeals, Emails

- Generate Fresh Content Ideas
- Write Articles or Announcements
- Summarize Reports or Events
- Personalize Segments by Audience
- Check Readability
- Design Support and Layout Suggestions
- Polish Fundraising Appeals
- Create Personalized Thank-Yous
- Translate Complex Needs into Simple Language
- Automate Messages or Replies
- Correct Grammar, Spelling, and Punctuation
- Rewrite for Clarity and Tone
- Summarize Long Emails or Threads
- Many more . . .



Website Content

- Generate Website Copy
- Summarize Long Content
- Create Calls to Action (CTAs)
- Improve SEO (Search Engine Optimization)
- Generate FAQs and Chatbot Content
- Translate Website Content
- Write Blog Posts or News Updates
- Personal User Experience
- Accessibility & Readability Checks
- Generate Images and Visuals
- Many more . . .

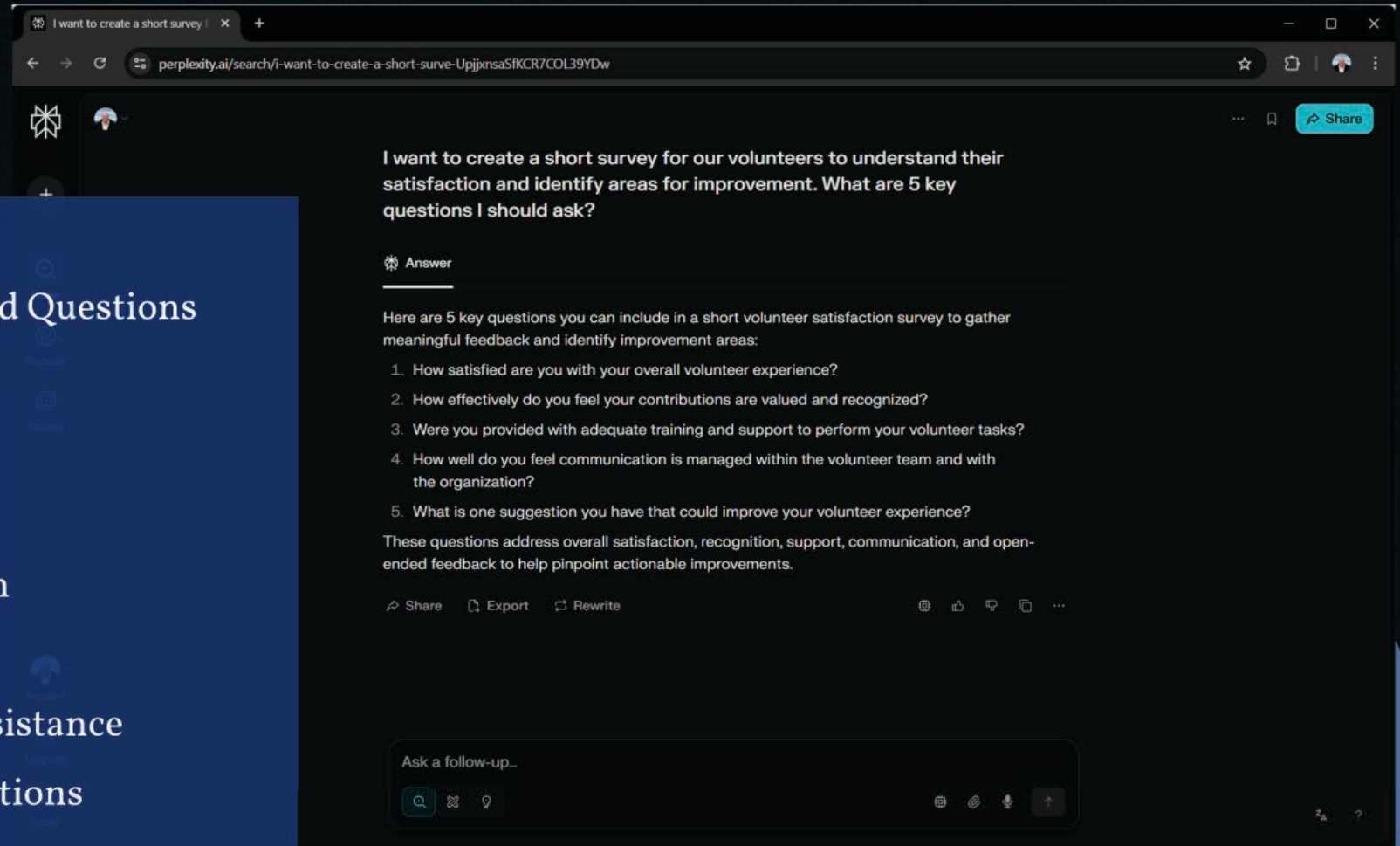


Data Analysis & Insights

AI offers transformative potential in non-profit sectors by enhancing fundraising, optimizing volunteer management, and measuring impact more effectively.

Data Collection

- Automated Form Responses
- Analyze & Summarize Open-Ended Questions
- Voice-to-Text Transcription
- Email and Text Message Parsing
- Social Media and Web Monitoring
- Data Cleaning and Standardization
- Image and Document Analysis
- Mobile Data Collection with AI Assistance
- Predictive Input and Smart Suggestions
- Many more . . .



I want to create a short survey for our volunteers to understand their satisfaction and identify areas for improvement. What are 5 key questions I should ask?

Answer

Here are 5 key questions you can include in a short volunteer satisfaction survey to gather meaningful feedback and identify improvement areas:

1. How satisfied are you with your overall volunteer experience?
2. How effectively do you feel your contributions are valued and recognized?
3. Were you provided with adequate training and support to perform your volunteer tasks?
4. How well do you feel communication is managed within the volunteer team and with the organization?
5. What is one suggestion you have that could improve your volunteer experience?

These questions address overall satisfaction, recognition, support, communication, and open-ended feedback to help pinpoint actionable improvements.

Ask a follow-up...

Metrics, KPIs, Risks, Trends

Nonprofit Donor Retention Metrics

claude.ai/chat/3225c795-e926-4441-9db8-aa9c1c30f48a

Share

GH

What are common donor retention strategies for small nonprofits? List 5 key metrics I should track to understand donor engagement.

Here are effective donor retention strategies specifically suited for small nonprofits with limited resources:

Communication and Relationship Building Personalized thank-you messages within 48 hours of receiving donations work remarkably well. Even a handwritten note or personalized email acknowledging the specific impact of their gift helps donors feel valued. Regular newsletters sharing success stories, program updates, and behind-the-scenes content keep your organization top-of-mind without being overly promotional.

Stewardship Programs Create simple recognition programs like donor spotlights in newsletters, small appreciation events, or exclusive updates for major supporters. Consider establishing a donor advisory group where committed supporters can provide input on programs or campaigns, making them feel more invested in your mission.

Engagement Beyond Giving Invite donors to volunteer, attend events, or participate in advocacy efforts. Multi-channel engagement creates stronger emotional connections. Small nonprofits often excel at creating intimate, meaningful experiences that larger organizations cannot replicate.

Segmented Approach Treat first-time donors differently from long-term supporters. New donors need more education about your impact, while established donors appreciate deeper insights into your work's evolution and challenges.

5 Key Donor Engagement Metrics to Track:

Reply to Claude...

+

↔

Claude Sonnet 4

↑

Nonprofit Donor Retention Metrics

claude.ai/chat/3225c795-e926-4441-9db8-aa9c1c30f48a

Share

5 Key Donor Engagement Metrics to Track:

Donor Retention Rate - Calculate the percentage of donors from last year who gave again this year. This is your most critical metric, as acquiring new donors costs significantly more than retaining existing ones.

Average Gift Size by Donor Segment - Track how giving amounts change over time for different donor categories (first-time, recurring, major donors). This helps identify cultivation opportunities and potential concerns.

Frequency of Giving - Monitor how often donors contribute annually. Multiple gifts per year typically indicate higher engagement and stronger retention likelihood.

Engagement Touchpoints - Count non-financial interactions like event attendance, volunteer hours, email opens, and social media engagement. Higher engagement usually correlates with better retention and increased giving.

Time Between Gifts - Track the average interval between donations for repeat donors. Lengthening gaps often signal declining engagement before donors lapse entirely, allowing for proactive intervention.

Start with basic spreadsheet tracking if you don't have donor management software. Even simple record-keeping of these metrics will provide valuable insights into your donor relationships and help you allocate your limited time and resources more effectively.

Retry

Claude can make mistakes. Please double-check responses.

Program Impact Summaries

Google Gemini

gemini.google.com/app/4b63977118b8996a

Gemini

2.5 Flash

Summarize the key positive themes from these 10 short testimonials about our IT Services program:

...

Here are the key positive themes from the testimonials about your IT Services program:

Key Positive Themes of MSS IT Services

Your IT Services program consistently earns high praise for its **affordability and accessibility**, particularly for nonprofits that typically struggle to secure such specialized support. Clients emphasize that your services make essential hardware and software attainable, enabling them to operate efficiently and effectively.

Another prominent theme is the **exceptional expertise and reliability** of your staff. Testimonials frequently highlight the "unsurpassed and invaluable" knowledge of your team, providing clients with peace of mind and the confidence that complex IT issues will be resolved swiftly and accurately. This expertise extends to a "range of services and areas of expertise," from setting up new phone systems and managing office moves with no downtime, to developing mobile apps and overseeing website migrations.

Clients also deeply value the **outstanding customer service and support**. Phrases like "easy to work with," "kind and patient," and "support without judgment" repeatedly appear, underscoring your team's empathetic and approachable demeanor. This positive interaction fosters an environment where clients

Ask Gemini

+ Deep Research Canvas Image

Gemini can make mistakes, so double-check it

Google Gemini

gemini.google.com/app/4b63977118b8996a

Gemini

2.5 Flash

TIP: Ask Gemini to refine images

With image generation in Gemini, your imagination is the limit. If what you see doesn't quite match what you had in mind, try adding more details to the prompt. The more specific you are, the better Gemini can create images that reflect your vision.

Here is a visual representation of the summary:

Ask Gemini

+ Deep Research Canvas Image

Gemini can make mistakes, so double-check it

Operational Efficiency & Brainstorming

AI enhances operational efficiency by automating tasks, reducing errors, and accelerating decisions. It also boosts brainstorming by generating ideas, analyzing trends, and offering fresh perspectives—helping teams innovate faster and smarter.

Brainstorming Ideas

- Fundraising Ideas
- Program Development
- Grant Language + Goals
- Marketing Campaigns
- Community Events
- Partnerships & Collaborations
- Re-Branding
- Many more . . .

🧠 NAME IDEAS (With Meanings)

1. Brushland Arts

Celebrates both the brush (tool) and the brushland (landscape)

- **Tagline:** *Where Art Meets the Open Land*

2. The Painted Mesa

Evokes the West Texas landscape and the act of painting it

- **Tagline:** *Coloring the Desert, One Canvas at a Time*

3. Cactus & Canvas

Fun, visual, and very West Texan

- **Tagline:** *Rooted in the Land. Inspired by Art.*

4. Desert Bloom Creative

Inspired by desert flowers that bloom against all odds—like rural artists

- **Tagline:** *Cultivating Creativity in Harsh and Beautiful Places*

Fundraising ideas for art agency

ChatGPT 4o

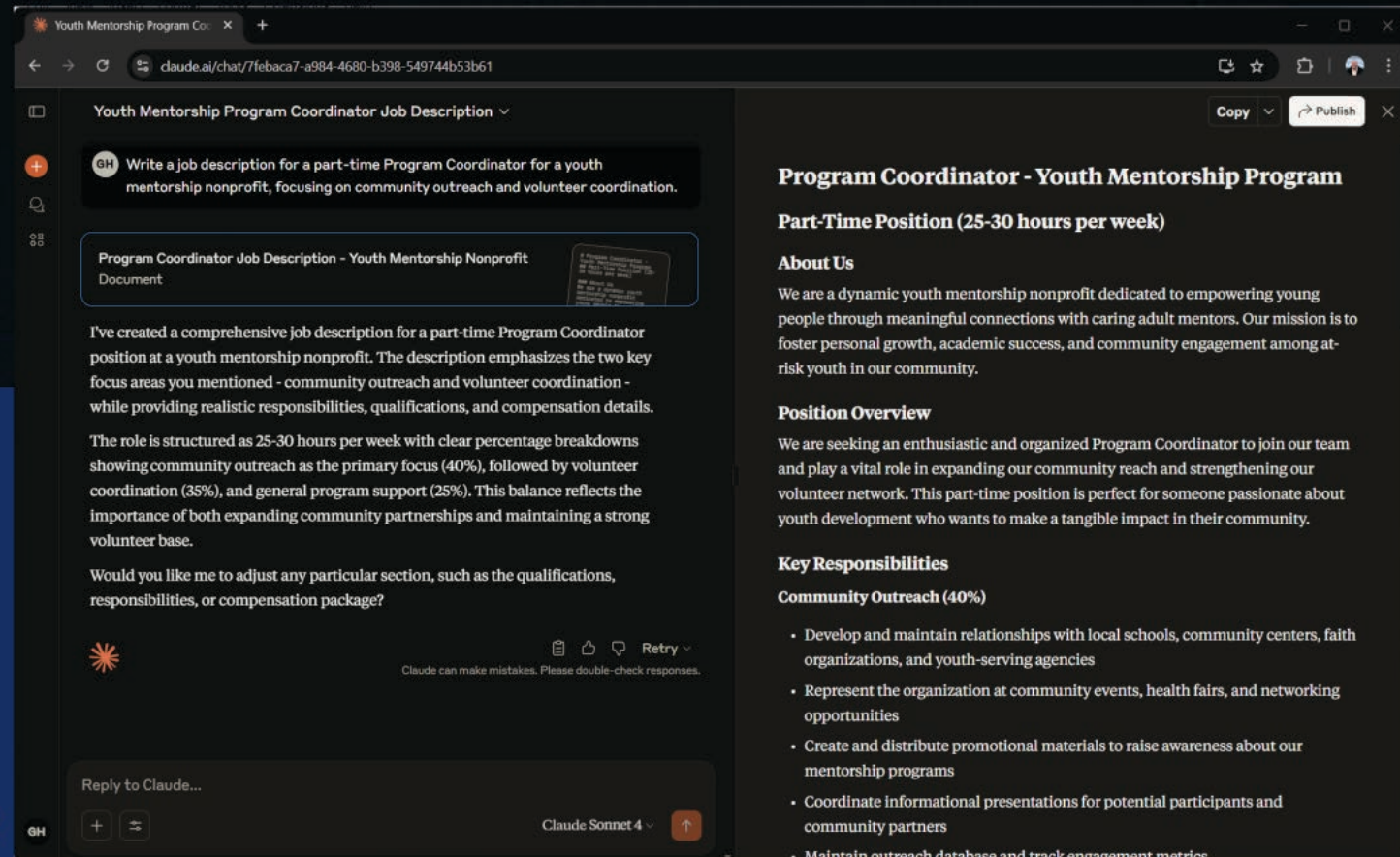
Brainstorm 10 creative, low-cost fundraising ideas for a small rural art agency in West Texas

Here are 10 creative, low-cost fundraising ideas tailored to a small rural art agency in West Texas, where community, creativity, and a dash of cowboy flair can go a long way:

- 1. "Paint the Town" Window Art Contest**
Invite local artists (and kids!) to paint business windows in town for a small fee. Businesses get fun displays, artists get exposure, and the public votes with donations for their favorites.
- 2. "Brush & Boots" Art & Western Wear Swap**
Host a social night where attendees bring gently used cowboy boots, hats, art supplies, or framed art to swap or buy. Charge a small entry fee and offer local snacks and music.
- 3. Tiny Town Gallery Pop-Ups**
Convert a small space or shed into a temporary rotating "micro-gallery" showcasing one artist at a time. Admission by donation; consider a "pay-what-you-wish" entry or guided tours.
- 4. "Postcard from West Texas" Mail Campaign**
Have local artists create original postcards or small prints. Supporters donate to receive one in the mail, with a note about the artist and agency. Add collector appeal with a themed series.

Human Resources

- Job Descriptions & Postings
- Recruitment Support
- Onboarding & Training
- HR Policies & Procedures
- Scheduling & Communication
- Conflict Resolution & Communication Coaching
- Employee & Volunteer Engagement
- HR Data & Compliance
- Many more ...



YOUTH MENTORSHIP PROGRAM COORDINATOR JOB DESCRIPTION

Write a job description for a part-time Program Coordinator for a youth mentorship nonprofit, focusing on community outreach and volunteer coordination.

Program Coordinator Job Description - Youth Mentorship Nonprofit Document

I've created a comprehensive job description for a part-time Program Coordinator position at a youth mentorship nonprofit. The description emphasizes the two key focus areas you mentioned - community outreach and volunteer coordination - while providing realistic responsibilities, qualifications, and compensation details.

The role is structured as 25-30 hours per week with clear percentage breakdowns showing community outreach as the primary focus (40%), followed by volunteer coordination (35%), and general program support (25%). This balance reflects the importance of both expanding community partnerships and maintaining a strong volunteer base.

Would you like me to adjust any particular section, such as the qualifications, responsibilities, or compensation package?

Reply to Claude...

Claude Sonnet 4

Program Coordinator - Youth Mentorship Program

Part-Time Position (25-30 hours per week)

About Us

We are a dynamic youth mentorship nonprofit dedicated to empowering young people through meaningful connections with caring adult mentors. Our mission is to foster personal growth, academic success, and community engagement among at-risk youth in our community.

Position Overview

We are seeking an enthusiastic and organized Program Coordinator to join our team and play a vital role in expanding our community reach and strengthening our volunteer network. This part-time position is perfect for someone passionate about youth development who wants to make a tangible impact in their community.

Key Responsibilities

Community Outreach (40%)

- Develop and maintain relationships with local schools, community centers, faith organizations, and youth-serving agencies
- Represent the organization at community events, health fairs, and networking opportunities
- Create and distribute promotional materials to raise awareness about our mentorship programs
- Coordinate informational presentations for potential participants and community partners
- Maintain outreach database and track engagement metrics

Meetings

- Agenda Generation & Optimization
- Scheduling & Logistics
- Real-Time Transcription & Note-Taking
- Facilitation & Engagement
- Live Captioning
- Noise Cancellation
- Meeting Summaries
- Action Item Management
- Analytics
- Many more . . .

Agenda

1. **Welcome and Call to Order** (5 minutes)
 - Opening remarks by the Chairperson
 - Approval of previous meeting minutes
2. **Financial Review** (20 minutes)
 - Presentation of monthly financial statements
 - Review of budget performance and variances
 - Discussion on cost-saving measures or investment opportunities
 - Q&A and board input
3. **Upcoming Events** (15 minutes)
 - Overview of scheduled events for the next month
 - Updates on event planning, logistics, and resource allocation
 - Discussion on promotional strategies and community engagement
 - Board feedback and suggestions
4. **Strategic Planning for Next Quarter** (30 minutes)
 - Review of current strategic goals and progress
 - Proposal of priorities and initiatives for the upcoming quarter
 - Discussion on resource needs and potential challenges

Organization: Green Valley Community Fund

Date: July 28, 2025

Time: 6:00 PM – 7:30 PM

Location: Green Valley Community Center, 123 Main St, Smalltown, USA

Attendees: Jane Smith (President), Tom Brown (Treasurer), Sarah Lee (Secretary), Mike Johnson, Emily Davis, Clara Wilson

Absent: None

Meeting Summary

1. **Call to Order and Welcome**
 - Jane Smith called the meeting to order at 6:00 PM and welcomed all board members.
2. **Approval of Previous Meeting Minutes**
 - Minutes from the June 25, 2025, meeting were reviewed and approved unanimously.
3. **Financial Report**
 - Tom Brown presented the financial report, noting a current balance of \$12,500 in the operating fund.
 - Recent fundraising event raised \$3,200, with expenses of \$800.
 - Discussion on allocating \$2,000 for community garden expansion. Motion to approve allocation passed unanimously.
4. **Program Updates**
 - Emily Davis reported on the Youth Mentorship Program, which currently serves 15 local students. Feedback from participants is positive, with a need for additional volunteer mentors.

Data Research

- Program Development & Community Needs
- Fundraising & Donor Research
- Grant Prospecting & Application Support
- Operations & Capacity Planning
- Communications & Outreach
- Impact Measurement & Evaluation
- Many more ...

The screenshot shows a web browser window with the URL `perplexity.ai/search/what-are-the-top-5-health-chal-sKL0CCmHRSeQy2J1pZb.Vg`. The search query is "What are the top 5 health challenges facing rural communities in West Texas, and what data or statistics support these issues?". The results page shows a list of sources and a detailed answer.

What are the top 5 health challenges facing rural communities in West Texas, and what data or statistics support these issues?

Answer Images Sources · 18 Steps

dailydose.ttuhs.edu
Changing the Landscape of Health Care in West Texas

walterwendler.com
Health Care in the Texas Triangles - Reflections On...

texas standard
With crumbling public health infrastructure, rural...

west texas journal of m...
A Perspective Piece on Curbing the Rural Health...

Top 5 Health Challenges Facing Rural Communities in West Texas

- 1. Limited Access to Healthcare Providers and Facilities**
 - Severe provider shortages:** Many rural West Texas counties are designated Health Professional Shortage Areas, with some counties lacking even a single primary care physician or hospital. In West Texas, 21% of the counties have no primary care provider, and 64 counties statewide have less than seven people per square mile, creating large "healthcare deserts." Only 40% of rural hospitals in Texas deliver babies, and over 100 counties have no obstetrician or psychiatrist at all 1 2 3 4 .
 - Impact:** These shortages lead to delayed treatment, fewer preventive and specialist services, and higher mortality rates.
- 2. High Rates of Uninsured Residents and Poverty**
 - Statistics:** West Texas counties have an uninsured rate of 22.3% as of 2021, which is above the state average. In some rural counties, more than 20% of the population is uninsured, compared to the Texas average of about 17%, the highest in the nation. The poverty rate in rural Texas is

Ask a follow-up...

Live Demo



Free & Low-Cost AI Resources

AI Resources

- AI Chatbots

- Google Gemini
- OpenAI ChatGPT
- Microsoft CoPilot
- xAI Grok
- Anthropic Claude
- Perplexity
- Meta AI
- Many more . . .

- AI Image Generators

- Canva
- Designer
- Dall-E
- Mage.Space
- Midjourney
- Stable Diffusion
- Leonardo.io
- Many more . . .

Chatbot Comparison

Chatbot	Accuracy	Privacy	Features	Free vs Paid
ChatGPT (GPT-4o)	★★★★★	! May train on data*	✳ Browsing, memory, tools	Free (GPT-3.5), Pro \$20/mo
Claude 3	★★★★½	✓ Not used for training	🟡 Long context, uploads	Free (Sonnet), Opus \$20/mo
Gemini	★★★★	⚠ Google tracking	📄 Google Docs integration	Free basic, premium via Google Workspace
Copilot	★★★★½	✓ Enterprise-grade	🏢 Office embedded	Free in Bing/Edge, Paid in 365
Meta AI	★★★★	! Meta tracking	💬 Social app AI	Free via Meta apps
Perplexity	★★★★	✓ Minimal tracking	🔍 Search + citations	Free, Pro \$20/mo
Grok (xAI)	★★★	⚠ Uses X data	🗣 X posts, vision	Free for some, full in Premium+

AI Image Generators



mage.space



Canva



Honorable Mention: Canva

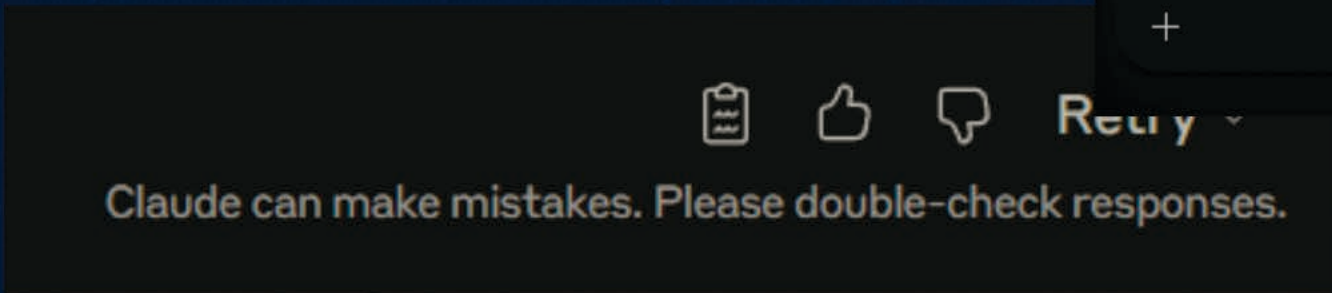
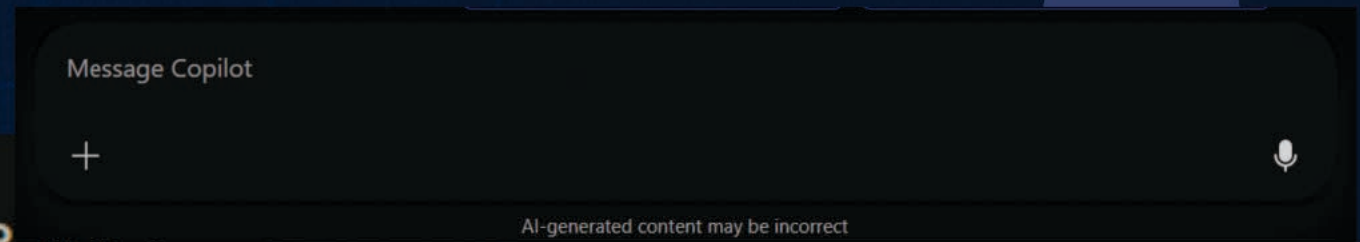
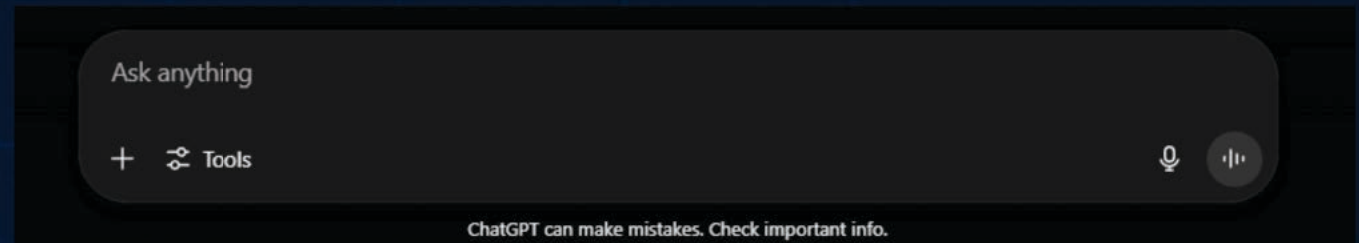
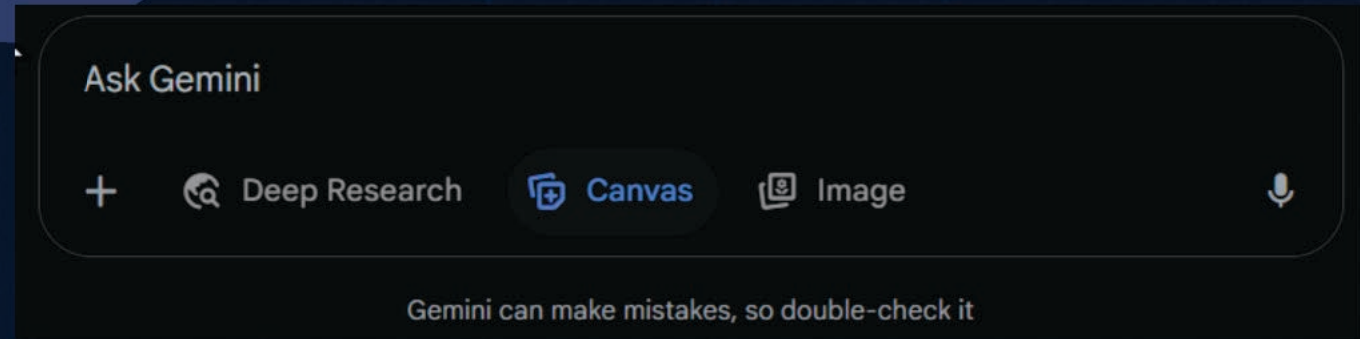


Ethical Considerations & Best Practices



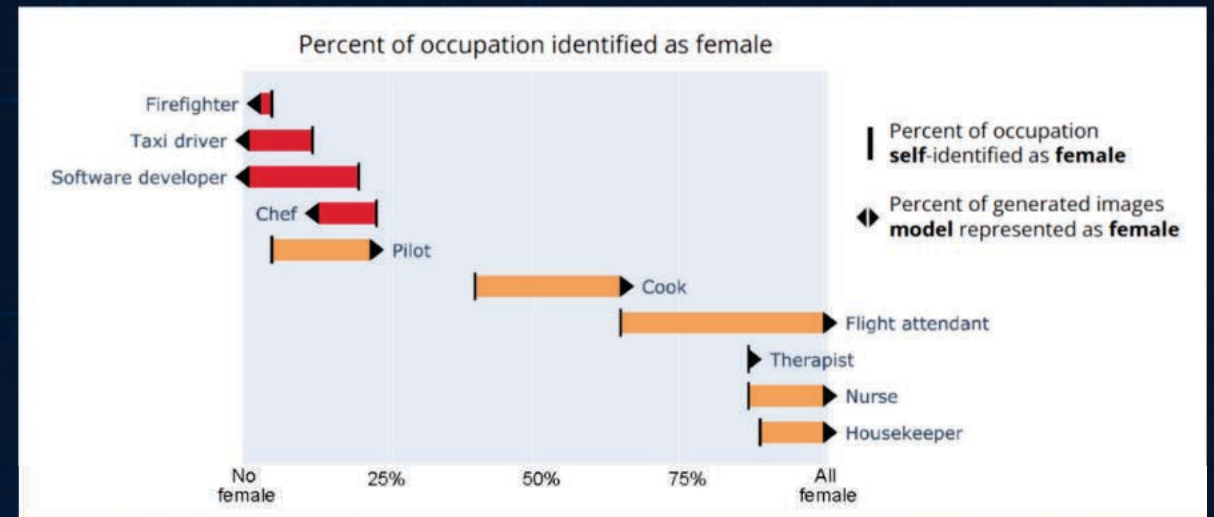
Accuracy & Fact-Checking

AI can sometimes "hallucinate" or generate incorrect information. Always, always, always fact-check anything AI produces, especially for grants, reports, or public communications.



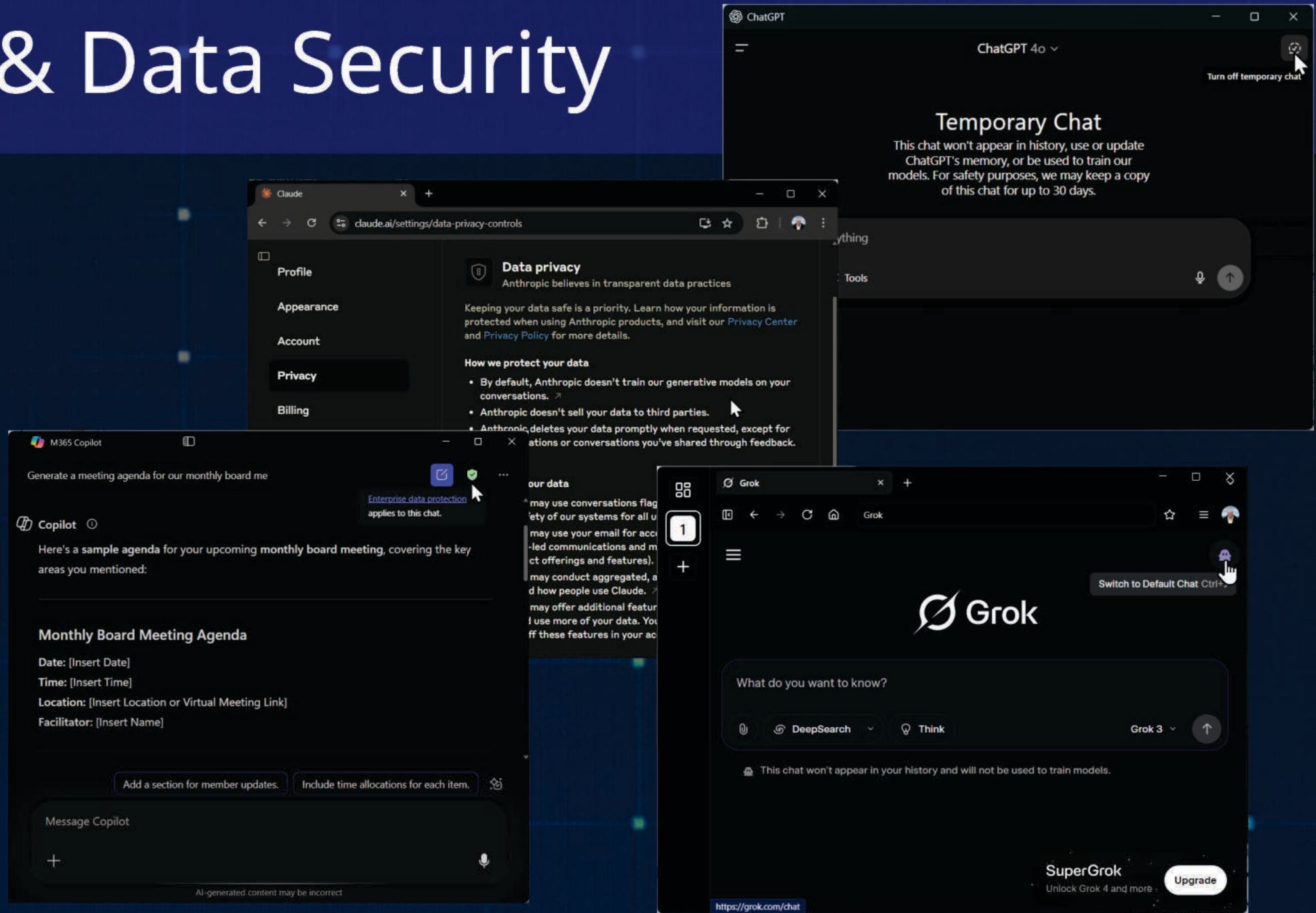
Watch for Bias

AI models are trained on vast datasets, and if those datasets contain biases (which many do), the AI's output can reflect those biases. Be mindful of language that might be insensitive, exclude certain groups, or generated images that perpetuates stereotypes.



Privacy & Data Security

Be cautious about inputting sensitive or confidential information into public AI tools. If it's highly confidential donor data or client information, do not put it into a public AI chat.



Human Oversight

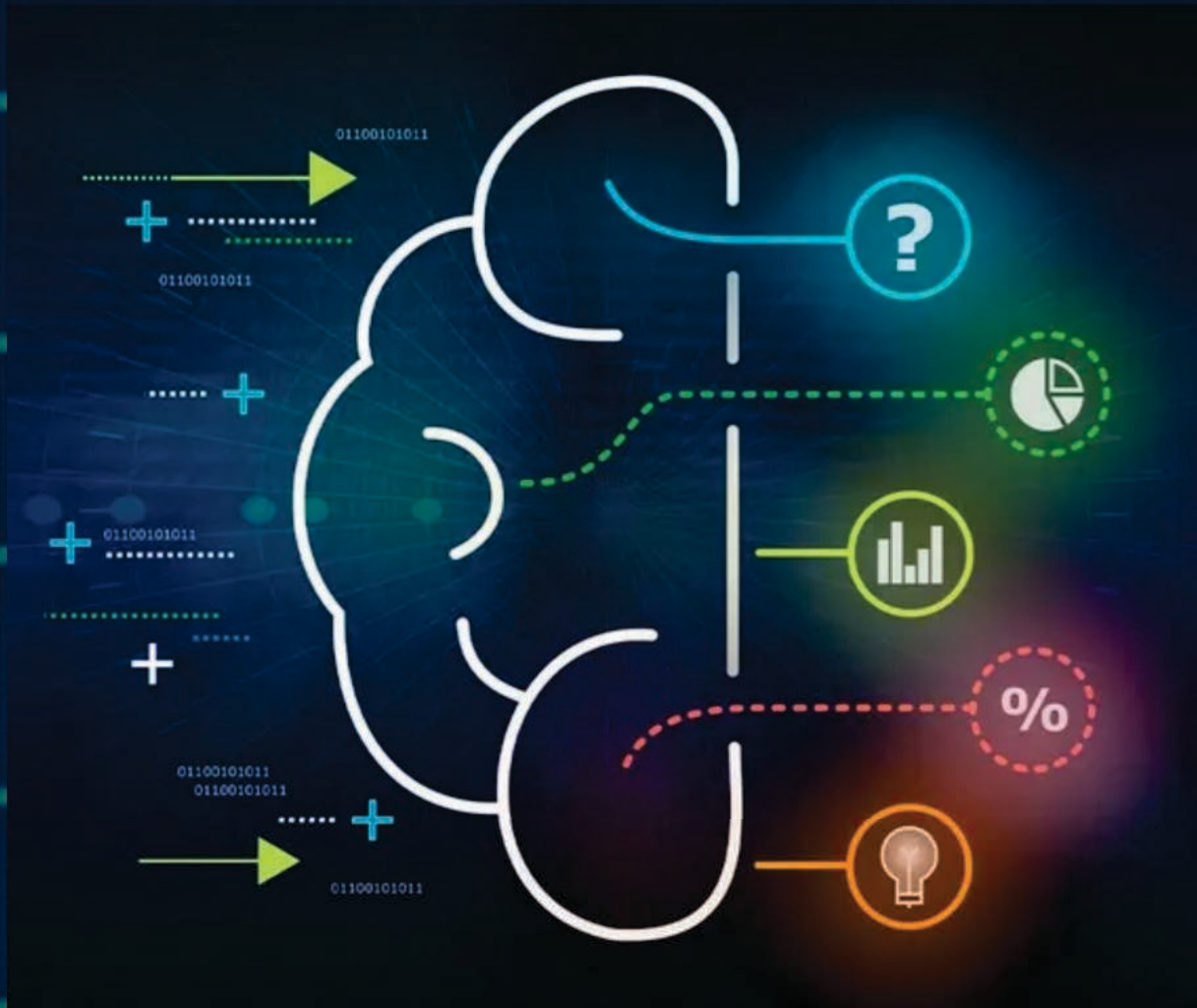


AI is a tool to augment human work, not replace it. Your unique voice, empathy, and understanding of your community are irreplaceable.

Getting Started



Getting Started

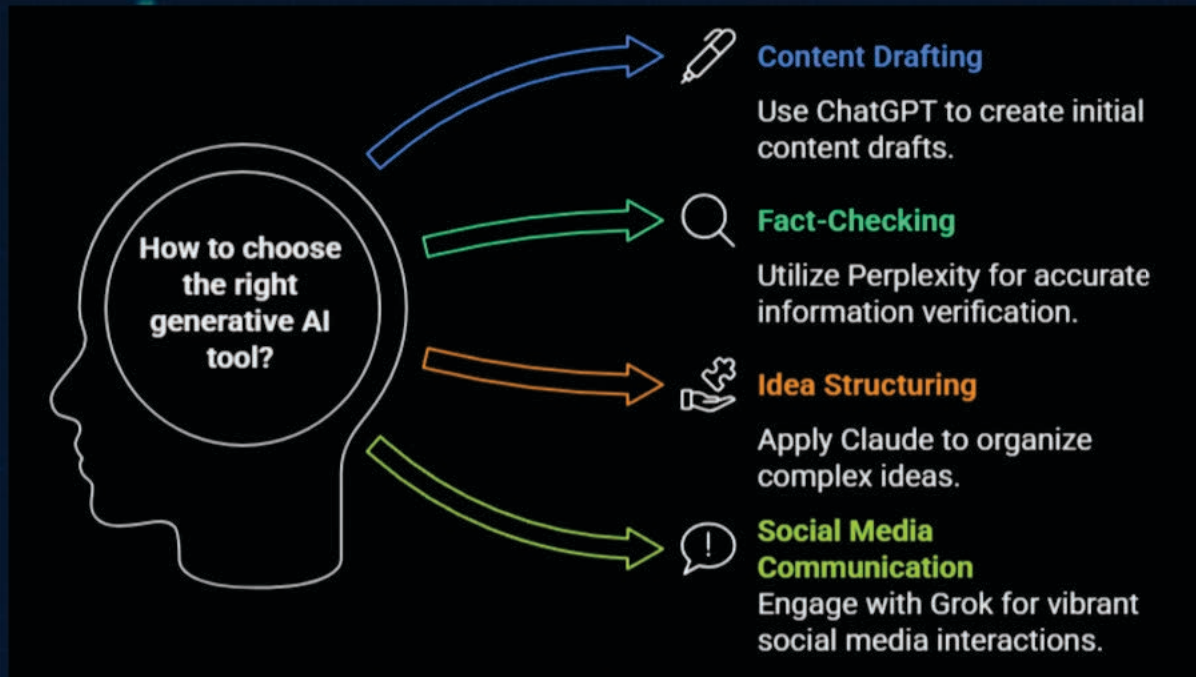


Start Small, Then Expand

Focus on High-Impact Areas

Measure and Optimize

Choose a Tool



Try Gemini, ChatGPT, or Claude first. Get comfortable with one before exploring others.

General versatility: ChatGPT or Claude

Research and current info: Perplexity or Gemini

Workplace productivity: Copilot

Multimodal tasks: Gemini

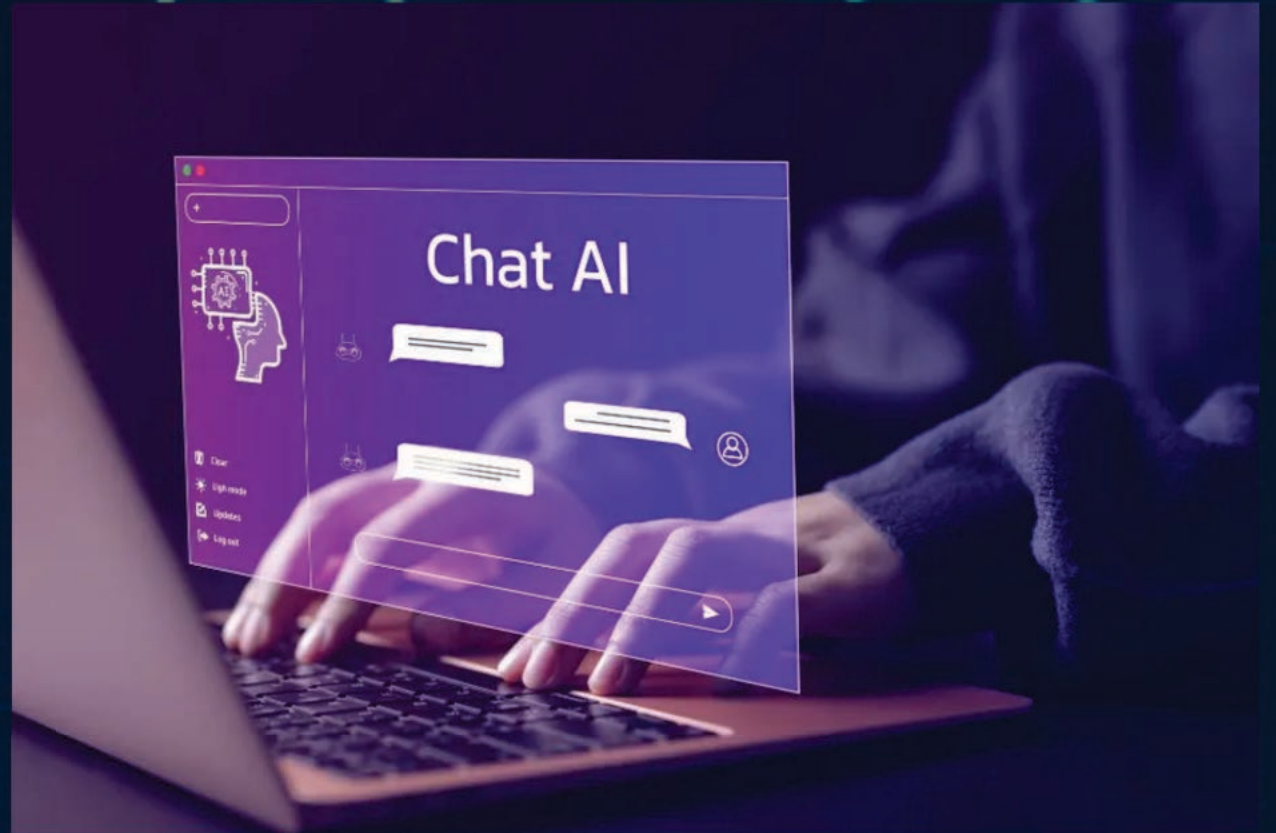
Coding: Claude

Reasoning: Grok

Social integration: Grok or Meta AI

Experiment with Prompts

- Be specific and detailed
- Provide context and constraints
- Use examples when possible
- Break complex tasks into steps
- Specify the format you want
- Ask for reasoning
- Iterate and refine
- Use positive framing



Share & Learn

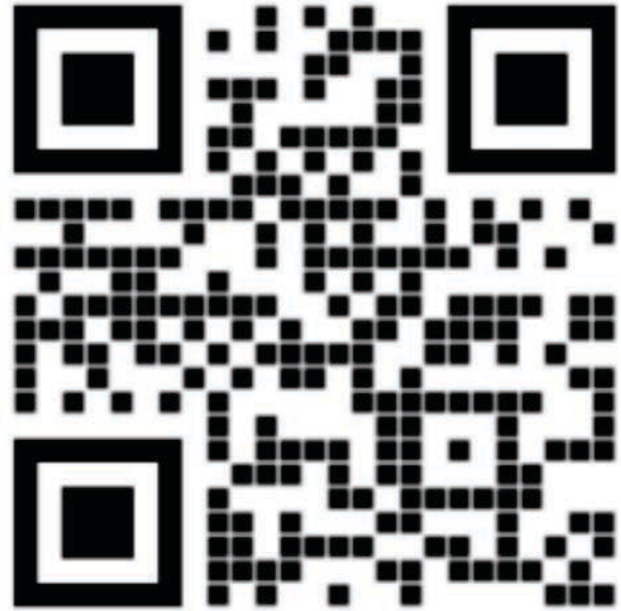
Talk to Colleagues

Share Your Successes

Learn from each other



AI Resources Toolkit



SCAN ME

or visit our website at
ai.hireshost.com



Joni A. Hires
joni@fmhfoundation.org



Gary J. Hires
ghires@midlandss.org



Questions & Answers

Maximizing AI for Nonprofits

*Unlocking the Power of Technology
for Social Good*

